

DELIBERATIVE PROCESS—DO NOT CITE OR SHARE  
**Bristol Bay Draft Assessment**  
**External Communications and Media Rollout Plan**  
DRAFT—FOR INTERNAL USE ONLY

**May 8, 2012 – end of day draft**

**FOR QUESTIONS OR EDITS, CONTACT:**

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- **Key Messages for Rollout (in development)**
- **Fact sheet (in development)**
- **FAQs (in development)**
- **Internal Q&A (in development)**

**Spokespersons**

**Dennis McLerran, EPA Region 10 Administrator:** National media interviews and assessment rollout

**Rick Parkin, EPA Region 10 Bristol Bay Team Manager:** Local media interviews

**Marianne Holsman, Hanady Kader, EPA Region 10 Public Affairs:** Emailed and basic responses to reporters

**External Communications Timeline**

DATE	MILESTONE	COMM. NEEDS AND PRODUCTS
May 17	Release of Bristol Bay Watershed Draft Assessment for public review	<ul style="list-style-type: none"><li>• Federal Register Notice</li><li>• Post draft Assessment report</li><li>• Notification phone calls to (Congress members, tribes, stakeholders)</li><li>• Press release</li><li>• Media conference call</li><li>• Updated FAQs on website</li><li>• Media training for spokespersons</li><li>• Fact sheet</li><li>• Internal Q&amp;A document</li><li>• PowerPoint slidecast describing the assessment</li></ul>

<b>May 24</b>	Announcement of peer review panel and charge questions	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Website update</li> </ul>
<b>June 4-7</b>	Public meetings in Alaska	<ul style="list-style-type: none"> <li>• Press release</li> <li>• Prepare for media presence and interviews at meetings</li> <li>• Editorial board</li> <li>• Short video invitation from Dennis on website</li> <li>• Public meeting dry run in Region 10</li> </ul>
<b>August</b>	Peer review panel meets in Alaska to deliberate and participate in public meeting	<ul style="list-style-type: none"> <li>• Prepare for media presence and interviews</li> <li>• Understand role of peer review panel in media relations</li> </ul>
<b>Fall 2012</b>	Final Bristol Bay Watershed Assessment released	

### **Overarching Communications Objectives**

- Ensure key audiences hear about the assessment from EPA first
- Demonstrate and invite participation and input from all perspectives
- Establish realistic public expectations about the assessment
- Ensure transparent process
- Ensure affected stakeholders have access to current and accurate information

### **Key Audiences for Rollout**

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Members of Congress (Senators Murkowski, Begich, Cantwell; Rep. Don Young)
- Federal agencies (USFWS, NOAA, NPS, USGS, USACE)
- Pebble Partnership
- Local media
- National media
- National groups (jewelers orgs, chefs orgs)
- Alaska governor and state government
- Alaska state government agencies (ADFW, ADEC, ADNR)
- Fishing NGOs
- Environmental NGOs
- Mining organizations and interests

### **Communication Resources**

- Website: [www.epa.gov/region10/bristolbay](http://www.epa.gov/region10/bristolbay)
- Social Media
- Press release/media conference call
- Talking points for morning of release
- FAQs
- Fact sheet
- PowerPoint presentations
- Listserv
- E-Mail: [R10BristolBay@epa.gov](mailto:R10BristolBay@epa.gov)
- Zip code mailing

## **External Communications Hourly Plan – Tentatively assuming release date of May 17**

**NOTE: ALL TIMES ARE IN PACIFIC DAYLIGHT TIME**

<b>DATE/TIME</b>	<b>TASK</b>	<b>WHO</b>	<b>DONE</b>
<b>Pre-release</b>			
May 11	Finalize communications strategy and top line messages	Hanady, Marianne, Alisha	
May 14	External FAQs updated and finalized for website; internal Qs and As finalized;	Hanady, Charles	
May 14	Distribute final external communications strategy	Hanady, Marianne	
<b>One Day Before Release</b>			
May 16 am	Final press release ready to issue	Alisha, Marianne	
May 16 am	Media spokesperson briefing run through internal Q and A and team reviews communications strategy and clarifies their assignments	Marianne, Hanady, Dennis, Rick, Tami, Bill, Judy	
May 16, afternoon	Cue Bristol Bay website for assessment release (Assessment uploaded, FAQs updated, fact sheets, etc.)	Charles, Hanady, Judy	
May?	Zip code mailing of fact sheet to Bristol Bay region	Judy	
<b>May 16 2:00 pm</b>	<b>Notification Email to Bristol Bay Tribal Governments announcing a conference call on May 17 for the release of the draft assessment (this includes all tribes in Bristol Bay)</b>	Tami, Tribal Coordinators	
May 16, 2:00 pm	Call to Anchorage Daily News offering embargo and other targeted calls alerting reporters that an announcement will be made the next day	Hanady, Marianne	
May 16, 4:00 pm	Notification to additional stakeholders (using script) <ul style="list-style-type: none"> <li>• Trout Unlimited –Bill</li> <li>• The Nature Conservancy – Dennis</li> <li>• Wayne Natri -- Dennis</li> <li>• Bristol Bay Commerical Fishing Assoc. (Bob Waldrop) – Rick</li> <li>• Tiffany</li> <li>• Patagonia</li> <li>• Trillium Investments?</li> <li>• Chefs organization?</li> </ul>	Dennis, Bill, Rick	
May 16, time TBD	<b>In-person meetings with Arvin on the Hill</b> <ul style="list-style-type: none"> <li>• <b>Sen. Murkowski (Dennis?)</b> Chief of Staff Edward Hild, DC: 202-224-6665</li> <li>• <b>Sen. Begich</b> Chief of Staff David Ramseur, DC: 202-224-3004</li> <li>• <b>Sen. Cantwell</b> Chief of Staff Katherine Lister, DC: 202-224-3441</li> </ul>	Arvin and Dennis -- DC,	

Day of Release			
May 17, 10:00am	Consultation call with <b>15 Bristol Bay tribal leaders</b> and send email with notice that draft assessment is out	Rick, Dennis, Tami (Dennis kicks it off)	
May 17, 10:15am	Calls to: <ul style="list-style-type: none"> <li>• <b>Governor Parnell</b></li> <li>• <b>Congressman Don Young</b></li> <li>• <b>ADEC Director, Larry Hartig</b></li> <li>• <b>ADNR Director, Dan Sullivan</b></li> </ul>	Dennis, Bill	
May 17, 10:15am	Calls to Alaska congressional staff in Alaska <ul style="list-style-type: none"> <li>• <b>Congressman Don Young</b> Chad Padgett, State Director, 907-271-5978</li> <li>• <b>Sen. Lisa Murkowski</b> Sherry Edwards, Acting State Director, 907-271-3735</li> <li>• <b>Sen. Mark Begich</b> Susanne Fleek, State Director, 907-271-5915</li> </ul>	Dianne	
May 17, 10:30	Notification to following federal agency regional heads: <ul style="list-style-type: none"> <li>• <b>James Balsiger</b>, Regional Administrator, NOAA</li> <li>• <b>Geoffrey Haskett</b>, AK Regional Director, U.S. Fish and Wildlife</li> <li>• <b>Sue Masica</b>, AK Regional Director, National Park Service</li> <li>• <b>Col. Reinhard Koenig</b>, Commander, U.S. Army Corps of Engineers (<b>DENNIS CALLS</b>)</li> <li>• <b>Mark Shasby</b>, Director, Alaska Science Center, USGS</li> <li>• <b>Bud Cribley</b>, State Director, Bureau of Land Management</li> </ul>	Dennis to call Col. Koenig at USACE;  Dianne, delegated team members to call others	
May 17, 10:30	Embargoed call with Anchorage Daily News <ul style="list-style-type: none"> <li>• Frank Gerjevic, editorial</li> <li>• Lisa Demer, reporter</li> </ul> Conference line?	Dennis, Marianne, Hanady, Rick	
May 17 11:00am	Notification to Pebble Partnership <ul style="list-style-type: none"> <li>• <b>CEO John Shively</b></li> </ul>	Dennis	
May 17, 11:15am	Updated Bristol Bay website goes live with link to draft assessment	Charles	
May 17, 11:15am	Federal Register Notice is posted	EPA ORD	
May 17, 11:15am	<b><i>Issue press release/media advisory announcing release of draft assessment and reporter conference call</i></b> <b><i>Post press release to Bristol Bay Website</i></b>	Hanady	
May 17, 11:15am	Send press release to federal PIOs: <ul style="list-style-type: none"> <li>• <b>USGS: Anne Berry-Wade</b>, DC, abwade@usgs.gov, 703-648-4483</li> <li>• <b>USACE: public.affairs3@usace.army.mil</b></li> <li>• <b>USFWS: Maureen Clark</b>, AK, Maureen_Clark@fws.gov, (907) 786-3469</li> <li>• <b>NOAA: Julie Speegle</b>, AK, julie.speegle@noaa.gov</li> </ul>	Hanady, EPA HQ press office to DC counterparts	

	907-586-7032 <ul style="list-style-type: none"> <li>• <b>NPS: John Quinley</b>, AK, akr_info@nps.gov, 907-644-3512</li> <li>• <b>BLM: Artealia Gillard</b>, AK, agilliard@blm.gov, (907) 271-4418</li> </ul>		
May 17, 11:15am	Send press release to state PIOs: <ul style="list-style-type: none"> <li>• <b>ADEC: Ty Keltner</b>, ty.keltner@alaska.gov, 907-465-5009</li> <li>• <b>ADNR: Elizabeth Bluemink</b>, elizabeth.bluemink@alaska.gov, (907)269-8434</li> </ul>	Hanady	
May 17, 11:30am	Update social media channels (ORD Twitter, EPA Facebook page)	Hanady, ORD, Kay Morrison	
May 17, 11:30am	Send listserv to Bristol Bay group introducing assessment	Judy	
May 17, 1 pm	<b>*** Media Conference Call with Dennis***</b>	Dennis, Marianne, Hanady, Alisha, Rick	
<b>Post-release</b>			
May ?	Mini-briefings for stakeholders (using top line messages, then send press release and link to website) <ul style="list-style-type: none"> <li>• Trout Unlimited –Bill</li> <li>• The Nature Conservancy – Dennis</li> <li>• Wayne Nastri -- Dennis</li> <li>• Alaska Miners Association - Dianne</li> <li>• Alaska Environmental Alliance - Dianne</li> <li>• Resource Development Council - Dianne</li> <li>• Nuna Resources - Rick</li> <li>• Nunamta Aulukestai – Rick (those not on call earlier)</li> <li>• BBNC - Rick</li> <li>• BBNA - Rick</li> <li>• Trefon Angasan -Rick</li> <li>• Lisa Reimers - Rick</li> <li>• Bristol Bay Commerical Fishing Assoc. (Bob Waldrop) – Rick</li> <li>• Abe Williams - Rick</li> </ul>		
May?	Congressional committee staff briefings	Palmer	
May?	Briefings for Alaska legislators/committees	Dennis, Rick, Dianne	
May?	Virtual open house/slidecast to describe assessment	Hanady, Rick	
May ?	Announcement and press release for peer review panel and peer review charge questions	Hanady, Marianne, Alisha, ORD	
May?	Write Greenversations post about draft assessment and public comment opportunities	Hanady	
May?	Peer review web feature	Hanady	
May?	Public meetings announcement press release	Hanady	

## Media History and Outlets

National Outlets	Local Outlets
<b>Associated Press</b> Becky Bohrer (Juneau) bbohrer@ap.org <div>Ex. 6 PII</div> apanchorage@ap.org apjuneau@ap.org	<b>Anchorage Daily News</b> Lisa Demer, reporter ldemer@adn.com <div>Ex. 6 PII</div> Frank Gerjevic, Editorial writer fgerjevic@adn.com
<b>Bloomberg/Reuters</b> Yereth Rosen <div>PII, Yereth Rosen</div>	<b>Alaska Public Radio Network</b> Daysha Eaton deaton@alaskapublic.org  Steve Heimel sheimel@aprn.org <div>Ex. 6 PII</div>
<b>Greenwire</b> Manuel Quinones <div>Ex. 6 PII</div> mquinones@eenews.net  Gabe Nelson gnelson@eenews.net <div>Ex. 6 PII</div> History: <ul style="list-style-type: none"> <li>On-the-record interview with Dennis McLerran and Rick Parkin on 9/26/11</li> <li><a href="http://www.eenews.net/Greenwire/2012/04/18/archive/12?terms=pebble+mine">http://www.eenews.net/Greenwire/2012/04/18/archive/12?terms=pebble+mine</a></li> <li><a href="http://www.eenews.net/Greenwire/2012/04/24/archive/11?terms=pebble+mine">http://www.eenews.net/Greenwire/2012/04/24/archive/11?terms=pebble+mine</a></li> <li><a href="http://www.eenews.net/Greenwire/rss/2011/06/08/26">http://www.eenews.net/Greenwire/rss/2011/06/08/26</a></li> <li><a href="http://www.eenews.net/Greenwire/2012/02/27/15">http://www.eenews.net/Greenwire/2012/02/27/15</a></li> <li><a href="http://www.eenews.net/public/Greenwire/2011/12/21/1">http://www.eenews.net/public/Greenwire/2011/12/21/1</a></li> </ul>	<b>KDLG Radio, Dillingham</b> Mike Mason mmason@dlgsd.org <div>Ex. 6 PII</div>
<b>Frontline</b> Blaine Harden <div>PII, Blaine Harden</div> History: <ul style="list-style-type: none"> <li>Background interview on 10/21/11 with Dennis McLerran, Rick Parkin</li> </ul>	<b>The Fishermen's News</b> Margie Bauman <div>PII, Margie Bauman</div> <div>Ex. 6 PII</div> -home office mobile

<b>60 Minutes</b> Andrew Metz MetzA@cbsnews.com  History: Background interview on 3/31/11 with Dennis McLerran, Bob Sussman, Rick Parkin	<b>Pebble Watch</b> Mariah Oxford 907-563-0013 moxford@bristol-companies.com
<b>Outside Magazine</b> Tim Sohn <div style="border: 1px dashed black; padding: 2px;">PII, Tim Sohn</div> 646-403-9927 617-905-9927	

### **EPA Communications and Management Contacts**

<b><u>Communications Contacts</u></b>  <b>Marianne Holsman, Region 10 Public Affairs Director</b> Desk: 206-553-1237 Work cell: 206.450.5895 Holsman.marianne@epa.gov  <b>Hanady Kader, Region 10 Press Officer</b> Desk: 206-553-0454 Work cell: 206-225-8127 Kader.hanady@epa.gov  <b>Judy Smith, Community Involvement</b> Desk: 503-326-6994 Personal cell: <div style="border: 1px dashed black; padding: 2px;">PII, Judy Smith</div> Smith.judy@epa.gov  <b>Charles Bert, Region 10 Webmaster</b> Desk: 360-753-8073 Bert.charles@epa.gov  <b>Kacee Deener, ORD Press Office Director</b> Desk: 703-347-8514 Deener.kathleen@epa.gov	<b>Tami Fordham, Region 10 Alaska Tribal Coordinator</b> Desk: 907-271-1484 Fordham.tami@epa.gov  <b>Bill Dunbar, Region 10 Senior Policy Advisor</b> Desk: 206-553-1019 Work Cell: 206-245-7452 Dunbar.bill@epa.gov  <b>Alisha Johnson, EPA Headquarters Press Office</b> Desk: 202-564-6794 Johnson.alisha@epa.gov  <b>Travis Loop, EPA Headquarters Office of Water Communications Director</b> Desk: 202-564-0183 Loop.travis@epa.gov
<b><u>Management Contacts</u></b>  <b>Rick Parkin, Senior Management Lead</b> Desk: 206-553-8574 Work Cell: 206-331-2547 Parkin.richard@epa.gov  <b>Sheila Eckman, Project Manager</b> Desk: 206-553-0455 Eckman.sheila@epa.gov  <b>Phil North, Technical Lead</b> Desk: 907- 714-2483	<b>Jeff Frithsen, ORD Senior Scientist</b> Desk: 703-347-8623 Work Cell: 410-336-8535 Frithsen.jeff@epa.gov

<p><b>Palmer Hough, EPA headquarters Office of Water</b> Desk: 202.566.1374 Hough.palmer@epa.gov</p>	
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**ATTACHMENT 1: KEY MESSAGES FOR ROLLOUT**

**Key Messages (in development)**

**ATTACHMENT 2: FACT SHEET**

**Fact sheet (in development)**

**ATTACHMENT 3: FAQs**

**FAQs (in development)**

**ATTACHMENT 4: INTERNAL Q&A**

**Internal Q&A (in development)**